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## **AMENDMENTS TO THE CLAIMS**

Claims 1-16 (Canceled)

Claim 17 (Previously Presented): A method of doing businesses, comprising:

selectively registering fans at a sporting event; selectively renting viewers to registered fans;

retrieving a unique viewer address from the viewers rented to registered

fans;

providing multiple streams of multimedia data to registered viewers, at least one multimedia stream including live transmissions;

retrieving rented viewers from registered fans at the end of said sporting event;

wherein as each fan registers said registering fan pays a fee for receiving said multimedia streams; and

wherein registered fans order concessions from registered viewers, ordered concessions being charged to a provided credit card number.

Claim 18 (Original): A method of doing businesses as in claim 17, wherein said ordered concessions are delivered to corresponding ordering fans.

Claims 19-22 (Canceled)